

## NPC INSERTS

### THE NATIONAL PUBLISHING COMPANY, INC.

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Lee Bawcombe  
Eastern Division

February 28, 1994

Mr. Clark Murray  
Brand Manager  
Philip Morris Company  
120 Park Avenue  
New York, NY 10017

Dear Clark,

To follow my call I enclose some highlight information about NPC INSERTS. If couponing is part of your '94 marketing strategy you should be aware of NPC INSERTS. We offer:

- Circulation in C&D and smaller A&B markets of 30 million+ households or 75 million consumers bypassed by Valassis and News America.
- We can customize coupon programs. Nationally, regionally or by State.

Please call me anytime for more information or a presentation.

Most cordially,

  
Lee Bawcombe  
Eastern Divisional Manager

FOLLOW UP PHONY, MARK II

TO: Rita Schneider  
FR: Clark Murray

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